(1) All alcohol and drug education related grants that have been received since January 2009 with annotation on the purpose of the grant, agency issuing the grant, and the dollar amount (per 2009 report).

CSU Alcohol and Traffic Safety
- Goals of the grant are to reduce by 5% the incidence of driving after consuming alcohol and to reduce by 5% the incidence of alcohol-related misconduct.
- Office of Traffic Safety funds this grant and it is administered by CSU Alcohol and Traffic Safety.
- $54,506.25 total is the amount awarded for 2 years.
- $20,467.78 was spent in 2009.
- Grant was closed out in Fall 2009.

Safer California Universities
- Goal of the grant is to evaluate the efficacy of a “Risk Management” approach to alcohol problem prevention. The aim is to reduce intoxication and harm related to intoxication.
- NIAAA funds this grant and it is administered by the Prevention Research Center.
- $48,000 is the amount of the award for 5 years with $9,600 awarded for each year.
- This project is now in Phase 2 of implementation. In Phase 1 SJSU was a control campus, but is now an intervention school. As an intervention school, there are specific interventions that need to be implemented. The intervention activities outlined for the PRC SCU grant include:
  i. DUI Check Points
  ii. Host Ordinance
  iii. Party Patrol
  iv. Increased Visibility (i.e., letter to parents, newsletters, promotional outreach materials)
- All interventions were met by SJSU.
- The intervention activities conducted at UC and CSU campuses have demonstrated fewer incidents of intoxication at off-campus parties and at bar and restaurants.

(2) Each campus is asked to identify one successful program they have implemented over the past two years with annotation about the purpose, target audience, major activities, and assessed outcome/impact (per 2009 report).

The 1st Thursday Program, sponsored by the Alcohol and Drug Abuse Prevention Committee, provided alternative-to-alcohol campus activities for students to participate in after 4pm. At many of these events, peer health educators engaged students in interactive activities, providing resources for them to raise awareness about the risks of alcohol abuse, drunk driving, and binge drinking. Also included was a campaign to promote utilization of designated drivers and taxicabs. All 1st Thursday programs were well attended with 50 - 1500+ students in attendance.
Students learned about alcohol policies thru fun games and were provided with incentive gifts that included reinforcing printed information on products (e.g., T-shirts, staplers, pedometers). A primary target population for 1st Thursday events was the campus residential population.

- An example of a specific 1st Thursday Program is SNOW Day Winter Carnival. It was held in Feb 2009 for the first time and was brought back by popular demand for the second consecutive year in 2010. In 2010, the event attracted 1500 students. Peer Health Educators from the Wellness and Health Promotion Department had four booths that educated students on safe drinking and risks tied to alcohol abuse. The event also received a lot of press coverage. It was featured in the campus newspaper on 3.15.10.
- Learning outcomes were achieved: Create an alcohol-free space where students can gather to learn and socialize to help them realize that alcohol is not a necessary ingredient for a good time. Expose students to educational information about alcohol use, risks, safer choices and behaviors.

(3) Each campus will be asked to provide a brief summary of their campus’ activities related to issues related to tobacco use – policy, education, student use, enforcement initiatives, etc.

- A Campus Smoke-Free subcommittee of Alcohol and Drug Abuse Prevention Committee was formed to address issues related to tobacco use. The subcommittee of staff, faculty and students has established a partnership with the Santa Clara County Department of Public Health to look at ways to create a smoke-free climate on campus. For instance, the county will provide technical assistance to the sub-committee by mapping how a smoke-free campus will look if the No Smoking Within 25 feet of Federal Buildings is applied.

- The sub-committee addressed issues related to enforcement and compliance as well as impact of policy on possible cigarette butt littering on surrounding neighborhoods; safety of residents smoking off campus. The sub-committee also looked at ways to create a social norm change rather than enforce change among smokers. Focus group discussions with the smokers’ community were held to obtain further insights.

- Aside from the work of the Smoke-Free Campus Policy Committee, the Student Health Center through the Peer Health Education program sponsored the Great American Smokeout event on November 18, 2010. Additionally, the ATOD Coordinator provides one on one smoking cessation counseling to students wishing to quit smoking.

(4) Each campus is asked to provide a brief summary of their campus’ activities related to prescription drug use – policy, education, students use, etc.

Through our pharmacy operation we are hyper-vigilant to any indications of drug misuse or abuse and use all available surveillance and reporting methods if any concern should arise. In addition, the Alcohol Tobacco and Other Drugs team within Wellness and Health Promotion is beginning to explore this topic with Peer Health Educators. We have reviewed the newly launched kit developed by the National Council on Patient Information and Education (NCPIE)
and will look for ways to incorporate those materials into our educational efforts, including curriculum for workshops, tabling, Web materials, on-line magazine articles, etc.

(5) Each campus is asked to provide annotated information on one successful assessment activity which they undertook during the past two years to include a description of the assessment, methodology, and results.

The Wellness and Health Promotion Department conducted a web-based survey, The American College Health Association National College Health Assessment (NCHA) II, from March 1-March 22, 2009. The ACHA-NCHA II survey was administered to a random sample of 10,000 undergraduate and graduate students at San Jose State University. The online survey received a total of 1424 respondents. The survey consists of 65 multiple choice questions which addressed a variety of health issues such as alcohol, tobacco and other drug use; sexual health; weight, nutrition and exercise; mental health as well as personal safety and violence. A supplemental survey consisting of four questions developed by Wellness and Health Promotion was also incorporated into the survey. Incentives were given to survey participants in a randomized drawing of submitted surveys. SJSU results helped inform the emphases of subsequent health education programming and interventions.

(6) Each campus would be asked to highlight any other special or unique programs and/or accomplishments which they feel helped them to implement the CSU Alcohol Policy and had a positive – and measurable – impact on students.

- Besides the 1st Thursday Program, alcohol presentations and programs were conducted by Peer Health Educators and the ATOD coordinator for various student populations (i.e., GREEKS, University Housing residents, Health Science classes, I-House residents, athletes) throughout 2009 and 2010.

- At the annual SJSU Student Organization Leadership Conference in September 2009 and 2010, student leaders representing every registered student organization were educated on the alcohol policy.

- Every semester, Alcohol 101, a peer health education workshop is offered to students to educate them on the basics about alcohol, myths and facts, alcohol effects and consequences.

- The ATOD Coordinator partnered with a counselor in Counseling Services to deliver an engaging alcohol sanctions class attended by students in violation of alcohol policy.

- Wellness and Health Promotion collaborated with several depts. on campus including the LGBT and Women’s Resource Centers, Orientation Program, Office of Student Conduct and Ethical Development to develop a Frosh Orientation skit presented to all incoming students that addressed “consent” and how alcohol can impede an individual’s ability to provide it.
These presentations, programs and workshops helped with the implementation of the CSU Alcohol Policy as students were educated on a range of topics such as drunk driving, binge drinking, the link between alcohol and sexual assault, federal and state laws on drinking and driving, and the benefits of utilizing designated drivers and taxicabs.

Evaluation forms distributed at the aforementioned presentations and workshops demonstrated a positive learning outcome with an increase in awareness related to stated educational goals.

(7) The final component of the report will come from the Project Director of the CSU Alcohol Traffic and Safety Project and will highlight the final 6 months of the implementation of that grant – which ended in September 2009.

February: Winter Carnival & SNOW Day was held on Feb 19, 2009 at the 7th Street Plaza/BBQ area. The estimated cost of the event was about $6,000. The event featured 7 carnival booths, free food, games and prizes; Spartan Squad Kick-off, as well as a snow creation competition. Eight tons of snow was brought in for this event. Posters for the event were created and distributed to the campus community. The event attracted over 1000 students. Peer health educators engaged students in interactive games that helped to educate them about alcohol and drinking and driving.

March: The Spartapalooza Wellness Festival was held on March 10, 2009, at the Student Union Ballroom. The event attracted 1100 students. Spartapalooza t-shirts sponsored by this grant with the message “Stay Well, Don’t Drink and Drive” were given away. Two activity booths: Pour a Shot and Walk the Line conducted by peer health educators raised students’ awareness about dangers of irresponsible drinking. Students were given an opportunity to put on the Fatal Vision Goggles to help them further understand what it is like to walk the line during a sobriety check. One of the evaluation survey questions addressed alcohol. Results showed that 79% of the students strongly agree or agree that when drinking alcohol, they are likely to designate a driver.

Summer: A number of educational workshops and trainings were held with Res Life staff and other student leaders.

September: Student Organization Leadership Conference. All students went thru a workshop on alcohol and responsible drinking.

In the final six months of the grant, other items purchased included 1500 mini staplers with the message “Keep It Together, Don’t Drive Drunk!”; 1500 pedometers with the message, “Walk...Don’t Drive Drunk” as well as 1,000 T-shirts with the message, Front of shirt: “See Dick and Jane drink. See Dick and Jane drive. See Dick and Jane... Back of shirt: “…crash and kill.” Followed with, “Don’t be a Dick or Jane. Don’t drink and drive!” These items were given away at the Student Organization Leadership Conference. Items were also distributed at Spartapalooza and other outreach events on campus such as the Halloween Safety Event, Whitmore Wellness Challenge and Wellness Poker Walk on campus.